What is Claimed is:

1.   A coextruded facestock for forming conformable pressure sensitive labels suitable for automated dispensing, comprising:

a core layer including approximately 40-80% of polypropylene and approximately 20-60% of an ethylene-containing polyolefin, said core layer having a thickness of at least about 2.15 mils;

first and second polyolefinic skin layers adhered to opposing sides of said core layer, each of said skin layer having a thickness of less than approximately 0.1 mils; and

wherein said coextruded core and skin layers are biaxially oriented such that the degree of orientation in the transverse direction exceeds the degree of orientation in the machine direction, the degree of orientation in said transverse direction ranging from about 7 to about 10 and the degree of orientation in said machine direction ranging from about 3.5 to about 6.

2.   The facestock according to Claim 1, wherein said core layer includes approximately 45 to 60% of said polypropylene and approximately 40 to 55% of said ethylene-containing polyolefin.

3.   The facestock according to Claim 2, wherein said ethylene-containing polyolefin provides said core layer with a total ethylene content of approximately 2%-4%.

4.   The facestock according to Claim 3, wherein said ethylene-containing polyolefin is selected from the group consisting of random propylene-ethylene copolymers and propylene-ethylene-butylene terpolymers.

5.   The facestock according to Claim 1, wherein each of said skin layers has a thickness of from about 0.03 mils to about 0.07 mils.

6.   The facestock according to Claim 5, wherein said core layer has a thickness of from about 2.3 mils to about 2.4 mils.

7.   The facestock according to Claim 6, wherein each of said skin layers is formed of a polymer-ethylene copolymer and includes from about 500 ppm to about 2500 ppm of an antiblock agent, and wherein the degree of orientation in said transverse direction is approximately 8 and the degree of orientation in said machine

direction is approximately 4.5.

8. The facestock according to Claim 1, further comprising an acrylic-based coating adhered to the outer surface of said first skin layer.

9. The facestock according to Claim 8, wherein said coating includes a matting agent.

10. The facestock according to Claim 8, further comprising a surface-enhancing coating adhered to the outer surface of said second skin layer.

11. A labelstock for forming conformable pressure sensitive labels, comprising:

a) a facestock having sufficient stiffness to allow automated dispensing of labels formed therefrom, said facestock comprising:

5   a core layer including approximately 40-80% of polypropylene and approximately 20-60% of an ethylene-containing polyolefin;

first and second polyolefinic skin layers adhered to opposing sides of said core layer;

wherein said coextruded core and skin layers are biaxially oriented

10   such that the degree of orientation in the transverse direction exceeds the degree of orientation in the machine direction, the degree of orientation in said transverse direction ranging from about 7 to about 10 and the degree of orientation in said machine direction ranging from about 3.5 to about 6; and

wherein said core layer is at least about 20 times the thickness of one

15   of said skin layers;

b) a pressure-sensitive adhesive applied to the outer surface of said second skin layer;

c) a release liner covering said pressure-sensitive adhesive and adapted for removal therefrom.

12. The labelstock according to Claim 11, wherein said core layer includes approximately 45 to 60% of said polypropylene and approximately 40 to 55% of said ethylene-containing polyolefin.

13. The labelstock according to Claim 12, wherein said ethylene-

containing polyolefin provides said core layer with a total ethylene content of approximately 2%-4%.

14. The labelstock according to Claim 13, wherein said ethylene-containing polyolefin is selected from the group consisting of random propylene-ethylene copolymers and propylene-ethylene-butylene terpolymers.

15. The labelstock according to Claim 11, wherein each of said skin layers has a thickness of less than approximately 0.1 mils, and wherein said core layer has a thickness of at least about 2.15 mils.

16. The labelstock according to Claim 15, wherein each of said skin layers has a thickness of from about 0.03 mils to about 0.07 mils and said core layer has a thickness of from about 2.3 mils to about 2.4 mils, and wherein the degree of orientation in said transverse direction is approximately 8 and the degree of orientation in said machine direction is approximately 4.5.

17. The labelstock according to Claim 16, wherein each of said skin layers is formed of a propylene-ethylene copolymer and includes from about 500 ppm to about 2500 ppm of an antiblock agent.

18. The labelstock according to Claim 11, further comprising an acrylic-based coating adhered to the outer surface of said first skin layer.

19. The labelstock according to Claim 18, wherein said coating includes a matting agent.

20. The labelstock according to Claim 18, further comprising a surface-enhancing coating adhered to the outer surface of said second skin layer for enhancing adhesion of said adhesive thereto.